



Ideas for National Women's Health Week Events to Promote the 2008 WOMAN Challenge

Have a WOMAN Challenge kick-off event

Gather a group of women in your community to join the WOMAN Challenge and kick it off by sponsoring a walk. Much like the breast cancer walks held around the country, kickoff the WOMAN Challenge by doing a 5K walk through the streets of your community. The walk can raise money for a certain women's health issue or it can just be for fun. Consider having the event start and end at a local sporting goods store or health center, where you can display WOMAN Challenge and other women's health information and hand out goodies, like pedometers, bottles of water or healthy snacks.

Alternately, if there is already a walking event taking place in your community on Mother's Day or during National Women's Health Week, partner with the organizers to provide the WOMAN Challenge flyer to all event participants. You could even set up a WOMAN Challenge booth at the event, where you can provide flyers, women's health information, and maybe even pedometers or water bottles to help motivate women and girls to join the 2008 WOMAN Challenge!

Hold a free screening

During National Women's Health Week (May 11 – 17, 2008), May 12 is designated National Women's Check-Up Day. To promote both the WOMAN Challenge *and* National Women's Health Week, hold a free screening for members of your community or your employees. There are a wide range of screenings, such as blood pressure, mammograms, cholesterol, blood glucose, pap smears, bone density, BMI or STD checks. Depending on the screening, you can host the event at your office, a local hospital, community center or even a fitness center. It's a good idea to have a doctor or healthcare professional on site to answer questions and to distribute or display women's health information. You may even want to explore the possibility of raffling off a prize. The prize could be a pedometer, water bottle, or other tools to help women work towards a more active lifestyle. Print out several copies of the WOMAN Challenge fact sheet and promotional flyer for participants to take home with them or post in their own communities.

Hold a lunch 'n' learn at your workplace

During National Women's Health Week, invite a speaker to come to your office and educate your employees on some aspect of women's health, or to encourage employees to join the WOMAN Challenge. You can provide a healthy lunch for your employees or plan a potluck where everyone brings a nutritious dish to share. It's a great time to discuss your organization's commitment to health and the various health benefits you offer, and also promote the WOMAN Challenge as a great first step in working towards a healthy lifestyle.

Hold a Speaker Series

Throughout National Women's Health Week, invite local health experts to speak to your employees or members of your community about various women's health topics. You can invite the speaker from a national or local organization to your office during lunch, or work with a local bookstore, coffee shop or library to hold the event at night. Some ideas for speaker topics might include women and heart disease, nutrition, diabetes, mental health, or violence prevention. At the event, you can display information about the WOMAN Challenge and encourage attendees to participate.

Don't Forget to...

- take a look at the "Checklist for Your WOMAN Challenge Event" document to help keep you on track
- register your event at www.womenshealth.gov/whw.